



**Zeek Coleman** is Adara's Head of Marketing for Tourism & Hospitality. He's focused on owning and successfully bringing new solutions to market — nurturing both product adoption and customer retention. Prior to Adara, Zeek led Visit Savannah as their Director of Data Intelligence for over a decade, where he specialized in delivering high-quality data and insights across a multitude of digital platforms. In that time, he became one of the leading experts on data & digital marketing for the Tourism industry. Zeek enjoys taking complex

technical solutions and boiling them down to concepts everyone can relate to. He has presented at several events for US Travel Association, Destinations International, PhocusWright, and others.